

**Central Health Education Bureau  
Directorate General of Health Services  
Ministry of Health and Family Welfare**



**INTERNSHIP PROGRAMME FOR PG STUDENTS OF  
MD & DIPLOMA - COMMUNITY HEALTH  
ADMINISTRATION**

**Co-ordinated by**

**Dr. G. Kausalya**

**Director CHEB**

**Dr. Gowri . N. Sengupta**

**ADG (Public Health)**

**Mr. Shashi Kant Yadav**

**Consultant (Social Science)**

**Venue: Central Health Education Bureau**

**Date: 6<sup>th</sup> September, 2021 to 10<sup>th</sup>September, 2021**

The 2<sup>nd</sup> Internship Programme for PG students of MD CHA was conducted at Central Health Education Bureau (CHEB) from 6<sup>th</sup> September, 2021 to 10<sup>th</sup> September, 2021. This Internship programme was a result of collaboration between CHEB and National Institute of Health and Family Welfare (NIHFW). The NIHFW, an autonomous organization, under the Ministry of Health and Family Welfare, Government of India, addresses issues on health and family welfare through the departments of Communication, Community Health Administration, Education and Training, Epidemiology, Management Sciences, Medical Care and Hospital Administration. The CHEB focuses on educating people about health plans and programmes, training health professionals, developing and supplying health education/IEC materials, conducting health behavioural research activities, providing technical assistance to government and non- government agencies in the field of health education and health promotion.

CHEB had detailed out a structured agenda for a five days training for the 2<sup>nd</sup> batch students is enclosed at **Annexure-** The expected outcome of this Internship programme was to prepare by the an action plan students on the assigned topic, which was to be submitted and presented on the last day of the training programme.

The day wise schedule of the internship training was as follows;

**Day-1:** Inauguration, brief presentation on CHEB and allocation of Topic and developing frame work for reporting

**Day-2:** Group work – Thorough research and review of the previous work on the assigned topics and developing of reports

**Day-3:** Progress so far- presentation, discussion and clarification on assigned topics

**Day-4:** Group work (As per the technical inputs given during the presentation) and finalise the assigned work.

**Day-5:** Final Presentation on the assigned topic by each group and submission of internship report

## **Day-1**

### **Inaugural Session**

At the onset, Dr. G. Kausalya, Director and Dr. Gowri. N. Sengupta, ADG (PH), CHEB welcomed all the participants for this Internship programme at CHEB.

Dr. G. Kausalya, Director CHEB addressed the participants and informed them about the CHEB and work being carried out in the field of Health promotion and Health Education. Research work on health education and training programme conducted by CHEB for health professionals were also shared. Further, she emphasised that this internship

programme would provide an in-depth understanding to the participants on health promotion & health education and would also enhance their skills on developing IEC campaigns.

In continuation to this, Dr. Gowri. N. Sengupta, ADG (PH) informed participants about the support provided by CHEB to the Directorate General of Health Services (DGHS) office on technical matter and help extended during the COVID-19 pandemic.

After the inaugural session, Director, CHEB had a brief round of introduction with the students of CHA. The students introduced themselves and informed about the status of their on-going course, hobbies and future plans. Students also shared their motivation behind attending the internship programme and shared their expectations from this programme. Students showed interest in knowing about the designing for health promotion campaign

Director, CHEB briefed students about the objective behind the establishment of this institution and need to focus on promotion of health education. Participants were informed that CHEB focuses on Awareness Generation / Development & Dissemination of Health Education, IEC material for various programs rolled out by the Ministry of Health and Family Welfare, Capacity building of human resources on health related issues; help schools and teacher training institutions for health education and collaborating with international agencies in promoting health education/ health promotion activities. Further, she informed the participants about the currently on- going Programme on Risky Behaviour and Attitude in Trauma Prevention among School Children focusing on Road traffic injuries. Participants were informed that CHEB will start developing IEC materials once the finding of the programme get finalised.

Thereafter, ADG, CHEB had an interaction session with the participants where she informed about the health education and important areas that need to be considered for health promotion. She briefly explained the participants about the activities of health education and health promotion. Further, she focused on the health days celebration and how CHEB is playing an important role in health awareness on various programme of this Ministry. Various initiatives of Health promotion and Education division of CHEB like; Booklet on *Healthy lifestyle* for dissemination of health information among members of parliament; Audio/ Video Spots for Radio programme on Prevention and Control of Iodine Deficiency Disorders and provided technical support to the students of Shri Ram College of Commerce for development of IEC materials (Puppetry) on Safe Drinking water.

She also set the agenda for the next 5 days of internship programme aligning it with the expectation of the students. At the end of this interactive session with students ADG (PH) shared 3 topics for development of report and presentation by the students and explained the rationale behind choosing each of these topics.

#### **Selected topics for internship report:**

- i. Celebrations on National Health Days- Identify one day per month (between September, 2021 to March, 2022) and develop a campaign for these particular days.**
- ii. Action plan/development of training hub for health promotion**
- iii. Develop a training module for one of the important health days (Alzheimer's) in September 2021**

Participants were asked to form three groups amongst themselves. This process was facilitated by ADG and the groups were formed based on mutual agreement between participants to undertake the assignments for the remaining period of the internship. Topics were assigned to each of the groups and the participants were suggested to think creatively, research for collecting secondary information on the topic and come up with some innovative ideas. Details of the topic allocated to each group are at **Annexure-II**. The group members were asked to submit an internship report at the end of this programme. The report was expected to highlight innovative ideas and suggestions /recommendations, some of which could be taken up for further action by CHEB.

Sl. No.	Name of the participants	Group	Topic Assigned
1.	<b>Dr. Gaurav Kumar Jha</b>	1	Celebration on National Health Days- Identify one day per month (between September, 2021 to March, 2022) and develop a campaign for these particular days.
2.	<b>Dr. Ishant Kumar</b>		
3.	<b>Dr. Ruchi Gaylong</b>	2	Developing an action plan of training hub at CHEB for health promotion
4.	<b>Dr. Manoj Kumar Goswami</b>		
5.	<b>Dr. Pooja Garg</b>	3	Develop a training module for one of the important health days (Alzheimer's) in September 2021
6.	<b>Dr. Roopesh Gupta</b>		
7.	<b>Dr. Shyam Sunder</b>		

The group members exchanged their thoughts through a brainstorming session to design the outline for the assigned topic. Participants of each group explored all possible areas and developed the design for their internship report.



## Day-2

As per the detailed agenda, on the second day members of the each group worked as a team to finalise the objectives, decide the process of working on the assigned topic and decided on role of each team member. Each group had a detailed discussion amongst themselves to finalise the frame work of their group report.

After finalization of the report frame work, each team had a brief interaction with the ADG, CHEB for further clarity and technical inputs. As per ADG guidance, **Health Education** was expected to be at the centre of each assigned topics. Highlights of the processes for collecting information and drafting their assignments are as below;

<b>Group Number</b>	<b>Process for documentation/presenting report</b>
<b>1</b>	<ul style="list-style-type: none"><li>• Identify one important day in each month (starting from September, 2021 to March, 2022);</li><li>• Prepare background for the health day and the purpose of its celebration;</li><li>• Identify the theme and target audience;</li><li>• Detail out the activities (revisit the activities held in the last 3 years);</li><li>• Identify some innovative activities or medium for community engagement.</li><li>• Develop at least 3 designs and 2 posters for dissemination on social media on the particular selected day.</li></ul>
<b>2</b>	<ul style="list-style-type: none"><li>• Conduct training need assessment and review the on-going trainings</li><li>• List out the all possible trainings that need to be initiated by CHEB (considering the current situation or the upcoming demand of the students)</li><li>• Identified training from both medical as well as for non-medical areas;</li><li>• Detail out the plan of action for two trainings (one from each category, medical and non-medical).</li><li>• Explore all possible medium and innovative way to execution of these trainings.</li><li>• Plan a symposium on Alzheimer's Day</li></ul>
<b>3</b>	<ul style="list-style-type: none"><li>• Detail out dissemination and training programmes for one health day in the month of September 2021.</li><li>• World Alzheimer's Day - Design a campaign and training programme;</li><li>• Plan to develop Booklet on Alzheimer's day;</li><li>• Develop action plan for webinar to disseminate and provide online training on World Alzheimer's Day<ul style="list-style-type: none"><li>▪ Identify the topics to be discussed</li><li>▪ Identify guests and speakers for proposed webinar</li></ul></li></ul>

Once the processes were finalized by the each group the group members reviewed available information on the earlier work, collected relevant information and engaged in preparing their frame work for developing internship reports.

### **Day-3**

The third day was very important, as progress made by each group on the allocated task was assessed. In the second half of the day each group presented the process adopted by them for preparation of the report and how the teams had ensured that **Health Education** remains in the centre of their assigned topic.

Each group presented their work to the panel of technical experts comprising of Director, ADG(PH) and Consultant-Social Science CHEB. The groups made a comprehensive presentation and covered all the processes detailed out for developing internship report. During the presentation Director and ADG, CHEB provided technical inputs, identified gaps and suggested corrective actions/ measures.

Following are the key inputs suggested by the Director and ADG, CHEB on each groups presentation. The groups were asked to revisit their presentation and finalise the same before submission of their internship report;

#### **Group presentation:**

**Group- 1:** Dr. Gaurav Kumar Jha and Dr. Ishant Kumar had presented their progress on “*Celebration on National Health Days- Identify one day per month (between September, 2021 to March, 2022) and develop a campaign for these particular days*”.

#### **Inputs on presentation**

Details on two Health days were presented i.e. **World Leprosy Eradication Day and World Alzheimer’s Day**

##### ➤ **Leprosy Eradication Day -**

- Identify centres where Grade-2 people are registered;
- Think and plan videos which feature person’s journey and experiences;
- Plan for a story book-Highlight the experiences of the person and brand him/her as a Champion;
- Develop a script for radio jingle for health education and promotion;
- Plan a webinar, set an agenda along with suggestive speakers.

##### ➤ **World Alzheimer’s Day -**

- Plan a campaign for general public, family and caregivers;
- Plan a symposium for a day only (instead of 2 days as presented);
- Detail out an agenda with topics and their speakers;
- Include the recommendations and other facts for generating awareness on the issue.
- Develop at least 3 designs and 2 posters for dissemination on social media

**Group- 2:** Dr. Ruchi Gaylong and Dr. Manoj Kumar Goswami had presented on “*Developing an action plan of training hub at CHEB for health promotion*”.

#### **Inputs on presentation**

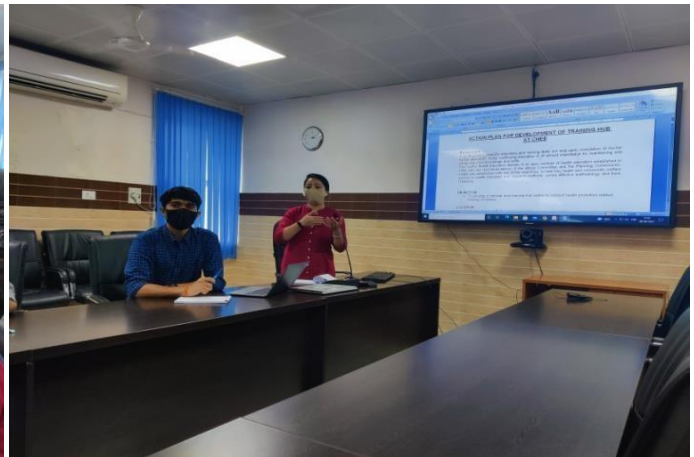
- Presentation missed out on the core essence i.e. **Health Promotion**
- Shared presentation requires detailed modalities for execution of the suggested training;
- Suggested to list out at least 10-15 training programmes;
- Plan at least 2-3 training programmes in detail and explain the modalities;

- Think and develop components for online training along with suggestive curriculum;
- Plan ToT for State level in addition to the National level as mentioned.

**Group- 3:** Dr. Pooja Garg, Dr. Roopesh Gupta and Dr. Shyam Sunder had presented on “Develop a training module for one of the important health days (Alzheimer’s) in September 2021”

#### Inputs on presentation

- Presented theme #knowdementia and #knowalzheimers needs more elaboration;
- The suggested booklets requires all possible information related to Alzheimer’s (It is like a handy book in a simple form for professionals as well as family care givers);
- Develop a self assessment tool that help family members, relatives and friends in assessing the situation;
- Develop a plan for conducting Webinar for dissemination of information;
- Plan a posters and IEC materials on Alzheimer’s patients.



#### **Day-4**

The fourth day was kept to revise the report and rework on the gaps highlighted and inputs suggested by Director and ADG, CHEB.

Each group had to work on their assigned topics and finalize their reports as per the shared processes. The groups were expected to finalize their presentation and submit their internship report on the last day.

#### **Day-5**

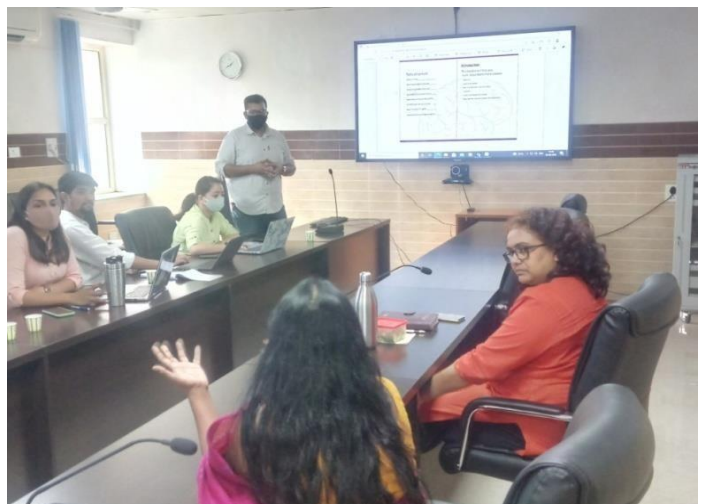
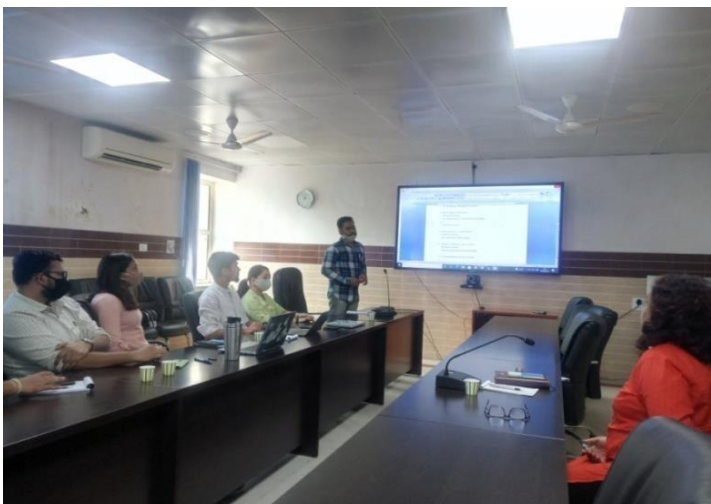
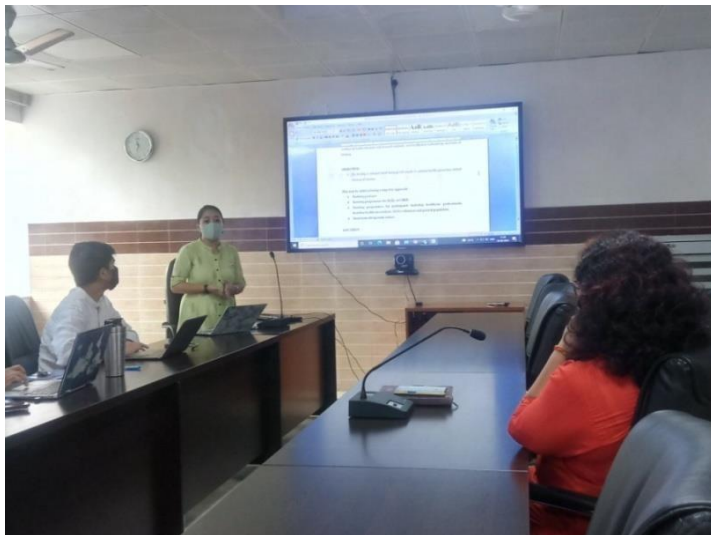
This was the last day of the internship programme therefore, as per the schedule a brief final presentation was made by the each group, in the presence of Director and ADG, CHEB. One member from each group presented their work with support from other members as and when required. During each presentation questions were asked by the CHEB officials and concerned group tried to convince the panel with their responses. Each group took more than an hour to present their work. Some of the highlights of their presentations are as follows;

<b>Group No.</b>	<b>Highlights of the final presentation</b>
<b>1</b>	<ul style="list-style-type: none"><li>➤ Symposium on Alzheimer 's disease: “<b>Dietary Risk Factors</b>” (detailed out the theme and topics for each of the session along with suggestive speakers).</li><li>➤ Developed a design for symposium and 1 poster on Alzheimer's diseases</li><li>➤ Suggested activities, theme and 1 poster for <b>World Epilepsy Day</b></li><li>➤ Design a Webinar on World Leprosy Eradication Day and suggested some activities along with messages for development of posters/pamphlets for awareness generation.</li><li>➤ Design a Webinar on along with Theme and agenda for celebration of World Glaucoma Day</li></ul>
<b>2</b>	<ul style="list-style-type: none"><li>➤ Identified 24 specific health promotion training programs related to age specific health issues and problems.</li><li>➤ Developed <b>MOOC (Massive Open Online Course)</b> on health promotion for health care providers</li><li>➤ Developed and designed Webinar on Healthy lifestyle/ Healthy living among School Children and Adolescents</li><li>➤ Designed a Webinar on Promotion of Mental and Psychosocial Wellbeing among School Children and Adolescents</li><li>➤ Developed training Programme for <b>Block Extension Educator</b> and detailed out the modalities and ToT for National &amp; State level.</li><li>➤ Group had also suggested some short term and certificate courses to be carried out by CHEB.</li></ul>
<b>3</b>	<ul style="list-style-type: none"><li>➤ Suggested theme and social media campaign through <b>#KnowDementia</b> and <b>#KnowAlzheimers</b></li><li>➤ Developed and design a mini booklet on Alzheimer's diseases, the booklet covered themes, IEC materials, posters and campaign. This mini booklet contains detailed information on Alzheimer's for health care professional and family care givers.</li><li>➤ PEP talk on Alzheimer's and shared 5 different topics</li></ul>

**Suggestion/Recommendations emerged during the presentation of each group on the assigned topics:**

1. Develop a mini booklet on Alzheimer's diseases; the booklet contains detailed information on Alzheimer's for health care professional and family care givers.
2. Organise a Symposium on Alzheimer's disease: "**Dietary Risk Factors**".
3. **Organise Webinars on** World Leprosy Eradication Day and World Glaucoma Day.
4. Plan to conduct a **MOOC (Massive Open Online Course)** on health promotion for health care providers.
5. Organise a Webinar on Healthy lifestyle/ Healthy living among School Children and Adolescents.
6. **The tenure of this programme is very less; it should be at least 2 week programme.**

At end of the last day of the programme, students had shared their 5 days experience. Further, they emphasised that it was an enriching experience and they learnt a lot during this programme especially on developing content for Webinar, designing campaign and visualizing posters and social media campaign.



**Agenda****Internship programme for PG students of MD/Diploma CHA****Venue: Central Health Education Bureau (CHEB)****Date: 6<sup>th</sup> September, 2021 to 11<sup>th</sup> September, 2021**

Sl. No.	Date/ Day	Time	Activities
1	06.09.2021 (Monday)	11.30 a.m. - 11.45 a.m. 11.45 a.m. - 01.00 p.m. 01.00 p.m. - 02.00 p.m. 02.00 p.m. - 03.00 p.m. 03.00 p.m. - 04.00 p.m. 04.00 p.m. - 05.00 p.m.	Introduction of participants  Brief presentation on CHEB  <b>Lunch break</b>  Presentation continue  Discussion on the work and experience of students  Formation of 3 groups (2-3 students in each group) and assigned different topics for developing reports.
2	07.09.2021 (Tuesday)	09.30 p.m. - 05.30 p.m.	Developing frame work for report writing on assigned topics  Group work (Work on developing/preparation of report on assigned topics)
3	08.09.2021 (Wednesday)	11.00 a.m. - 01.00 p.m. 01.00 p.m. - 01.45 p.m. 01.45 p.m. - 05.30 p.m.	Group work on assigned topics  <b>Lunch break</b>  Progress so far- each group share the progress of work on assigned topics. Discussion and clarification on the presentation (if any)
4	09.09.2021 (Thursday)	09.30 p.m. - 05.30 p.m.	Group work (As per the technical inputs given during the presentation) and finalise the assigned work.
5	10.09.2021 (Friday)	11.00 a.m. - 02.00 p.m. 02.0 .m. - 02.45 p.m. 02.45 p.m. - 05.00 p.m. 05.00 p.m. - 05.15 p.m.	Final Presentation on the assigned topic by each group  <b>Lunch break</b>  Finalization of report and submission  Concluding remarks by Director CHEB

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